

WANTED SLEEP, AND EVEN FIRE DIDN'T BOTHER

"Just Leave Ladder for Me,"
O'Connor Told Firemen
After Sister Was Safe.

WENT BACK TO BED.

Blaze Was in the Flat Below,
and Other Tenants Fled—
\$5,000 Damage Done.

John O'Connor, subway guard, is no more worried by a fire than he is by the coming of passengers with whom he may have played the merry, merry subway game of hide the door. O'Connor lives with his sister, Mary Stagg, janitress of No. 33 East One Hundred and Fourteenth street. Early to-day a fire started in the flat of William Klock, a stationer on the second floor. O'Connor and his sister live on the third.

"Hi! Fire! Fire!" shouted the tenants as they sped through the halls after the blaze had been discovered. "Fire!" yelled the people in the street. There was din enough to wake a night watchman. The halls of the house were filled with smoke, and firemen and policemen thundered through them rousing people and getting them to safety. Suddenly the crowd below saw two faces appear at a window on the third floor.

"Don't jump, O'Connor!" they cried. "Don't jump, Mrs. Stagg; we'll get help!" An extension ladder was run up and fireman Eilers, of Engine Company No. 24, got Mrs. Stagg in his arms to carry her down.

"Come on," he yelled to O'Connor. "Hi-sum," yawned O'Connor. "I've got an early trick to-day. I'm going back to bed. Ah-noo, you might leave the ladder, though, if you will, and call me if it gets worse." They argued with him, but as he only went to sleep they left him to burn up if he so desired.

Part of the family of Paul Dooley, on the top floor of the building, were rescued by extension ladders. The rest stayed with two firemen to guard them. Two newly married couples on the top floor were almost overcome with smoke, and had to be carried to the roof. They were the Stans, the Hesters and the Joseph Nestorsons. The fire was discovered by Beale Adler, a servant in the family of Charles S. Myerson, who lives across the hall from Klock's flat. She ran down the street in light apparel and turned in an alarm. The fire did \$5,000 damage before it was put out.

Cammeyer
Stamped on a
Shoe means
Standard Merit
6th Ave. and 20th St.
Men's Oxford Ties
at \$5.00
In the Newest Shapes.

Tan, Russia, Calif., Gun Metal, Calif., Black and Tan Kid and Patent Leather.

Our Oxfords are the smartest styles in choicest leathers and best construction.

Gentlemen who desire to see all the latest forms and fashions and make satisfactory selections must come to our store, as we are the only house that exhibits not one or two but all the new styles and new shapes.



Scientific Shoe Making
Finds its best expression in our footwear.

Nature makes human feet in limitless variety, and it is only at our Great Store, with its limitless stock, that the particular individual need can be immediately met by the production of just the shoe required.

Some of our specialties for men not to be found elsewhere:

Arch Truss Shank Shoe.....\$5.00
U-CAN-BE-Z SHOE.....\$5.00 and \$6.00
Golf Shoe.....\$4.00 and \$5.00
Shoes Recommended by Physicians for Flat Feet and Fallen Insteps, \$5.00 and \$7.00
Yard Wide Shoe.....\$4.00
Burlton Shoe.....\$5.00
Soft Toe Straight Last Shoe.....\$6.00
True Form Extra Wide Toe Kid Shoe.....\$6.00

Our Shoes for Young Men and Boys appeal to them because of their splendid style and dressy models.

May Sales that Save You 30 to 40% on Brill Clothes

Here are Brill garments that are priced far under market value, because trade conditions brought them to Brill stores under value and because Brill policy demands that all extra values must be shared with Brill patrons.

Particular attention is called to the fact that these are BRILL CLOTHES, tailored in the most modern tailoring plants in America, designed by America's most famous designers and made of fabrics from America's best weavers.

\$13.50 for Suits and Spring Coats that are \$18 and \$20 values

Choice of over 1,500 garments—every one journeyman tailored in the most modern tailoring plants in America. Choice of 15 different distinctive Brill models. Choice of 60 different weaves, designs and shades of fabric. Included at \$13.50 are:

\$20 black vicuna thibet suits. \$20 blue serge suits (non-shining).
\$18 and \$20 fancy mixture black and blue worsted suits.
\$18 and \$20 value gray worsted serge suits.
\$18 and \$20 suits of tan, brown and gray velour.
\$18 and \$20 worsted cheviot and cassimere suits in new shades of tan, gray and brown.
\$18 and \$20 value Spring coats of worsted-finished weaves, in tan, gray and olive.
\$18 and \$20 value velour Spring Coats, including patch-pocket models, in tan, gray and brown.

\$17 for Suits and Spring Coats that are \$22.50 & \$25 values

Choice of over 1,200 garments tailored by the foremost tailoring organizations in America, every one presenting highest standard \$22.50 and \$25 fabric and tailoring. Choice of 25 different models, including 6 of the most extreme styles shown in New York. Choice of nearly 80 different weaves, shades and colorings of fabric. Included at \$17 are:

\$22.50 melton-finished black thibet suits. \$25 dark silk mixture worsted suits.
\$22.50 unfinished worsted black and blue suits.
\$22.50 and \$25 natural-finished blue serge suits.
\$25 suits of specially woven worsted, in eight new smoke and gray shades.
\$22.50 and \$25 brown, tan and olive worsted suits.
\$22.50 and \$25 tan and brown velour suits in extreme and exclusive models.
\$22.50 and \$25 worsted cheviot and Saxony cassimere suits, in tan, olive, brown, gray and smoke shades.
\$22.50 and \$25 Spring coats—silk lined and silk-to-edge—of black and Oxford worsted and vicuna.
\$22.50 and \$25 fancy velour Spring coats (sizes broken).

Brill Brothers

FOUR STORES: Harlem Store open evenings
279 BROADWAY, n. Chambers St. 125TH STREET, cor. 3d Avenue.
UNION SQUARE, 14th St., n. B'way. 47 CORTLANDT, n. Greenwich.

Simplex Piano Recital To-morrow Afternoon at 3—Fifth Floor

THE BIG
STORE
IN ITSELF

SIEGEL COOPER CO.
NO CONNECTION WITH ANY OTHER STORE
J.E. GREENHUT, PRESIDENT.

SIXTH AVE.
18th and 19th
STREETS
NEW YORK

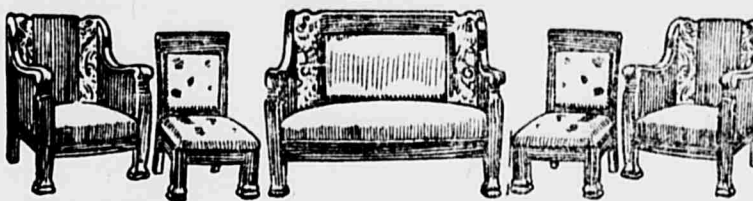


10 "Wednesday" Stamps Free

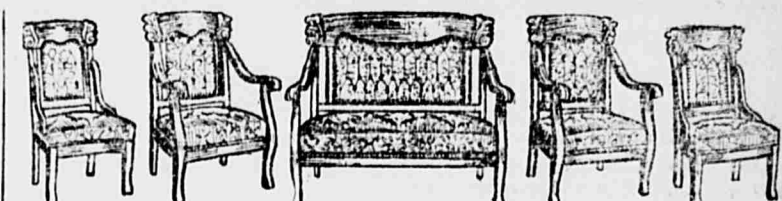
Every person applying at Premium Parlor, 5th floor, to-morrow, will be given free a set of 10 "S. & H." Green Trading Stamps. Only one set of stamps of the same date is good in any one book, but stamp collectors will receive a reasonable additional number of complimentary stamps for other books they may have unfilled.

Double Stamps With All Purchases Made Before Noon

These Bargains in Parlor Suites and Couches



5-Piece Parlor Suites—as illustrated; massive frames; mahogany finished; finely carved; broad arms; deep seats; covered with figured tapestry or green verona velour; sold regularly at \$125; sale price.....\$75



5-Piece Parlor Suites—somewhat similar to illustration; mahogany finished frames; highly polished; all upholstered backs tufted; covered with figured tapestry or green verona velour; regularly \$90; sale price.....\$35

3-Piece Parlor Suites

Value	Sale Price	Value	Sale Price
\$23.00	\$17.00	\$63.00	\$53.00
32.00	26.00	62.00	52.00
34.00	28.00	79.00	65.00
40.00	35.00	50.00	42.00
48.00	40.00	86.00	75.00
48.50	40.50	70.00	60.00

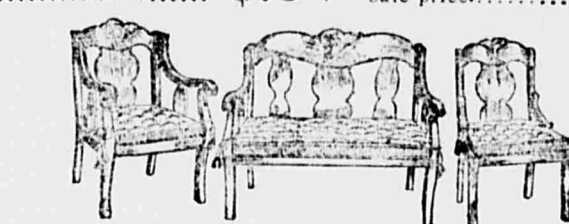
2-Piece Gold Parlor Suites—gold leaf frames; covered with pink embroidered silk plush; regularly \$250; at.....\$185

3-Piece Gold Parlor Suites—gold leaf frames; covered with green silk damask; regularly \$210; at.....\$165

3-Piece Gold Parlor Suites—gold leaf frames; covered with figured tapestry; regularly \$165; at.....\$96.00



Leatherette Couches—as illustrated; covered with an excellent grade of leatherette; solid oak frames; patent buttons; fine upholstery; regularly \$13.00; sale price.....\$9.00



3-Piece Parlor Suites—as illustrated; finely polished; mahogany finished frames; seats are fitted with loose cushions; covered with red or green silk plush; regularly \$40; sale price.....\$25

Music Cabinets

Value	Sale Price	Value	Sale Price
\$21.00	\$13.00	\$38.00	\$23.50
19.00	12.50	45.00	29.50
28.00	18.50	25.00	15.00
25.50	15.75	54.00	33.75

Parlor Cabinets

Value	Sale Price	Value	Sale Price
\$60.00	\$38.50	\$96.00	\$42.00
81.00	50.00	74.00	45.00
90.00	56.50	91.00	50.00
		120.00	81.50
		120.00	75.00

Velour Couches

Value	Sale Price	Value	Sale Price
\$20.00	\$14.50	\$28.00	\$23.00
25.00	20.00	37.50	30.00
26.00	21.00	42.00	35.00
27.00	22.00		

Leatherette Couches

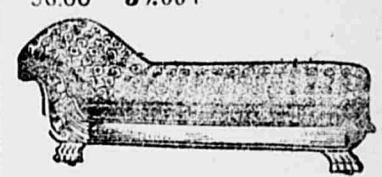
Value	Sale Price	Value	Sale Price
\$15.00	\$11.50	\$20.00	\$14.50
18.00	14.00		

Leather Couches

Value	Sale Price	Value	Sale Price
\$25.00	\$20.00	\$58.00	\$48.00
32.00	25.50	60.00	50.00
36.50	31.00		

Gold Parlor Tables

Value	Sale Price	Value	Sale Price
\$43.00	\$2.00	\$190.00	\$93.00
52.00	3.00	230.00	144.00
56.00	3.00		



Velour Couches—as illustrated; made on solid oak frames; open spring construction; splendidly upholstered; covered with high grade velours in assorted colors; regularly \$16; sale price \$10.75 (Siegel Cooper Store, Fifth Floor.)

The May Sale of Undermuslins

THE greatest values in at least ten years—values made possible by our taking advantage, vigorously and courageously, of the trade conditions of last winter when ready cash and large orders had great power with manufacturers.

Night Gowns.....49c, 65c, 75c, 89c and up to \$7.50
Corset Covers.....15c, 19c, 25c, 39c and up to \$3.50
Skirts.....43c, 65c, 75c, 98c, \$1.25 and up to \$25
Drawers.....18c, 25c, 39c, 49c and up to \$3.50

These prices are from 20 to as much as 40 per cent. less than our regular prices. Special preparations have been made to fill the demands of large women, who are generally unable to profit by the advantages of special sales. We have all garments in extra sizes at prices far below the usual figures. (Siegel Cooper Store, Second Floor, Center.)

Summer Rugs and Matting's One-Third Underprice

Japanese Matting's

Carpet patterns, in a selection of green, red and blue colorings; 40-yard rolls; regularly \$11.50; at.....\$7.50

China Matting's

40-yard rolls; regularly \$13.50; at.....\$11.75
40-yard rolls; regularly \$11.50; at.....\$10.50
40-yard rolls; regularly \$9; at.....\$8.00

Fibre Matting Rugs

Cool, clean and serviceable; ideal for summer use. Size 6'0x9'0; at.....\$5.75
Size 7'6x10'6; at.....7.50
Size 9'0x12'0; at.....9.50

Fibre Matting's

Five grades to select from. Sale prices a yard are:
25c, 29c, 35c, 45c, 55c

Kashmir Rugs

No better floor covering for the summer home. They are durable and many use them the year round. Size 9x12 ft.; regularly \$11.50; at.....\$9.75
Size 36x63 in.; regularly \$1.75; at.....\$1.39
Size 27x54 in.; regularly \$1.25; at.....95c

Art Squares

For dining-rooms or bedrooms. Ideal for summer use. Regularly. Size. Reduced to
\$4.50; 6'0x 9'0.....\$3.95
\$7.75; 7'6x 9'0.....4.75
\$8.75; 9'0x 9'0.....5.75
\$8.50; 9'0x10'6.....6.75
\$9.50; 9'0x12'0.....7.75
\$11.50; 9'0x15'0.....9.75
\$15.00; 12'0x15'0.....13.75 (Siegel Cooper Store, Fifth Floor, Front.)

75c Inverted Gas Burners



at
42c

THIS burner has an improved air regulator, increasing light and saving gas.

Each burner is complete with mantle and imported globe. Very few stores offer as good a burner at 75c; 42c here to-morrow (Siegel Cooper Store, Third Floor, Front.)

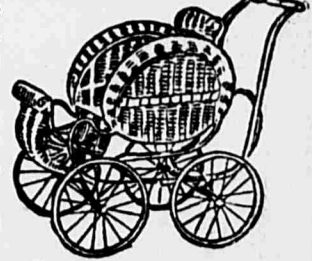
Reed Go-Carts---Special!

THESE are of the "Bloch" make—a make so famous for goodness that a cut price on it is a thing almost unheard of.

The bodies are large and roomy; the running-gear is of finest quality chilled steel, and each cart has reclining back and adjustable dash. The grips are all porcelain and have tubing reaches.

Six different patterns to choose from.

\$12.50 Go-Cart, as illustrated, at.....\$9.50	\$18.50 Go-Carts, as illustrated, at.....\$15.50
\$16.50 Go-Cart at.....\$13.25	\$21.00 Go-Carts at.....\$17.00



Grocery Specials That Reduce Household Expense

Orders for city, seashore or country given special attention. Mail and telephone orders filled. *Phone Chelsea 4000.

Red Ripe Tomatoes

Only cold packed fruit; reg. price \$1.00; Wednesday, 60c; 5 lbs. 2.45; 10 lbs. 4.75; 1 lb. 50c

Santa Clara Prunes

Fancy orchard grown bright glossy sweet fruit; 10 lbs. 80c; 5 lbs. 41c; 25c

BURKE'S MALTED MILK—three 25c

regular 10c bottles
COFFEE—Siegel Cooper's original popu ar blend, bean, ground or POW- DERED; 10 lbs. \$2.45; 4 lbs. 91c; 1 lb. 23c

SUGAR CORN—Milled brand, tender,

creamy, sweet corn; case 2 doz. 8c
\$1.85; 5 doz. 40c; reg. 25c
PEZEL BAGON—the celebrated English style dry sugar cured; flavol bacon is usually sold at 18c to 20c; 14 1/2c

PURE LARD—Dodd's Silver Crest 35c

brand; No. 3 pack
Fragrant Teas
English Breakfast, Formosa Oolong, Mixed and all 50c varieties; 3 40c
1 lb. \$1.10

Toasted Corn Flakes

New shipment just received from the mill; reg. large 10c package.... 5c

Vanilla Wafers

Ginger snaps, crisp soda biscuits; Oyster crackers, Lunas or Graham Crackers; reg. price, 5c; 10c; 2c; 1c; 1/2c; 1/4c; 1/8c; 1/16c; 1/32c; 1/64c; 1/128c; 1/256c; 1/512c; 1/1024c; 1/2048c; 1/4096c; 1/8192c; 1/16384c; 1/32768c; 1/65536c; 1/131072c; 1/262144c; 1/524288c; 1/1048576c; 1/2097152c; 1/4194304c; 1/8388608c; 1/16777216c; 1/33554432c; 1/67108864c; 1/134217728c; 1/268435456c; 1/536870912c; 1/1073741824c; 1/2147483648c; 1/4294967296c; 1/8589934592c; 1/17179869184c; 1/34359738368c; 1/68719476736c; 1/137438953472c; 1/274877906944c; 1/549755813888c; 1/1099511627776c; 1/2199023255552c; 1/4398046511104c; 1/8796093022208c; 1/17592186044416c; 1/35184372088832c; 1/70368744177664c; 1/140737488355328c; 1/281474976710656c; 1/562949953421312c; 1/1125899906842624c; 1/2251799813685248c; 1/4503599627370496c; 1/9007199254740992c; 1/18014398509481984c; 1/36028797018963968c; 1/72057594037927936c; 1/144115188075855872c; 1/288230376151711744c; 1/576460752303423488c; 1/1152921504606846976c; 1/2305843009213693952c; 1/4611686018427387904c; 1/9223372036854775808c; 1/18446744073709551616c; 1/36893488147419103232c; 1/73786976294838206464c; 1/147573952589676412928c; 1/295147905179352825856c; 1/590295810358705651712c; 1/1180591620717411303424c; 1/2361183241434822606848c; 1/4722366482869645213696c; 1/9444732965739290427392c; 1/18889465931478580854784c; 1/37778931862957161709568c; 1/75557863725914323419136c; 1/151115727451828646838272c; 1/302231454903657293676544c; 1/604462909807314587353088c; 1/1208925819614629174706176c; 1/2417851639229258349412352c; 1/4835703278458516698824704c; 1/9671406556917033397649408c; 1/19342813113834066795298816c; 1/38685626227668133590597632c; 1/77371252455336267181195264c; 1/154742504910672534362390528c; 1/309485009821345068724781056c; 1/618970019642690137449562112c; 1/1237940039285380274899124224c; 1/2475880078570760549798248448c; 1/4951760157141521099596496896c; 1/9903520314283042199192993792c; 1/19807040628566084398385987584c; 1/39614081257132168796771975168c; 1/79228162514264337593543950336c; 1/158456325028528675187087900672c; 1/316912650057057350374175801344c; 1/633825300114114700748351602688c; 1/1267650600228229401496703205376c; 1/2535301200456458802993406410752c; 1/5070602400912917605986812821504c; 1/10141204801825835211973625643008c; 1/20282409603651670423947251286016c; 1/40564819207303340847894502572032c; 1/81129638414606681695789005144064c; 1/162259276829213363391578010288128c; 1/324518553658426726783156020576256c; 1/649037107316853453566312041152512c; 1/1298074214633706907132624082305024c; 1/2596148429267413814265248164610048c; 1/5192296858534827628530496329220096c; 1/10384593717069655257060992658440192c; 1/20769187434139310514121985316880384c; 1/41538374868278621028243970633760768c; 1/83076749736557242056487941267521536c; 1/166153499473114484112975882535043072c; 1/3323069989462